VALLEY OF THE MOON
VINTAGE FESTIVAL
SONOMA, CALIFORNIA 95476

June 11, 1969

The 23rd Annual Valley of the Moon Vintage Festival will be held September 27-28, 1969 in and around historic Sonoma Plaza at Sonoma, California.

Enclosed is a copy of last year's program. It is the most complete schedule of events about the festival that we have (refer to pages 3 and 4). There may be one or two changes such as a small play or playlet about the life of Count Agoston Haraszthy who influenced California viticulture greatly and who influenced Sonoma valley wine production even more.

There are pictures available if desired. Please do not hesitate to ask for additional information. We want to share the beautiful Valley of the Moon at festival time when the vintage harvest is at hand.

Judy Switzer

Mrs. John W. Switzer (Judy)
Publicity

P.O.Box 285
Sonoma,Ca. 95476
Telephone: (707) 938-2205

VALLEY OF THE MOON

VINTAGE FESTIVAL

ASSOCIATION, INC.

Sonoma, Calif. ---------- *19*----

About this time last year it appeared that Sonoma would no longer have her Vintage Festival. But to many this was unthinkable. And it was your contribution, together with the others, that kept it alive.

This year, your Vintage Festival Board is taking steps that it is hoped will insure that the desperate financial conditions of last year will never recur. There is some money in the bank and this year's celebration is assured. If all goes as planned, the Festival should soon be self-sustaining.

But to put on the sort of fiesta that Sonoma has a right to expect will take more cash than is immediately available. As we make final plans, we find we cannot afford some of the activities and props that are needed. Can you help us again?

Most sincerely,

Allan Querin

Allan Querin, President

VALLEY OF THE MOON
VINTAGE FESTIVAL
SONOMA, CALIFORNIA 95476

This is Judy Switzer of Sonoma, California, inviting KABL listeners to our 23rd Annual Valley of the Moon Vintage Festival. The location is historic Sonoma Plaza, 45 miles north of San Francisco. Events and activities are of interest to all ages and begin at 11:00 A.M. Saturday and 12:00 noon Sunday. Our festival is the finale of a year's planning to make 1969 a Vintage year for our guests. Participate with us on September 27th and 28th at Sonoma, California.

EVENT: VALLEY OF THE MOON VINTAGE FESTIVAL

WHERE: Historic Sonoma Plaza, Sonoma, Ca.,45 Miles north of San Francisco,in the heart of the Wine Country.

WHEN: September 27 and 28 - Saturday and Sunday.

PROGRAM:

S A T U R D A Y

City Hall - 11:00 AM - Official Opening and Welcoming by City and County Officials. Introduction of Dignitaries, Vintners at City Hall.

- Establishment of the town of Sonoma
- Blessing of the Grapes. A traditional ceremony of Thanksgiving for a bountiful harvest.
- Country Auction
- Children's Parade
- Haraszthy play - Hungarian singing and dancing will highlight a half hour play about Count Agoston Haraszthy, the "Father of California Viticulture"- performed twice Saturday and Sunday
- Band Concerts
- Spanish Ball - Begins at 7 PM for a one-hour no host Cocktail Party. A Mexican Dinner (enchiladas, green salad,beans) is served from 8 PM til 10 PM. Dancing to a 20 piece "big band" starts at 9 o'clock. There will be a contest for the best Spanish-Mexican costume - two categories, male and female. Cost $8.50 -per couple. Located:Veterans' Memorial Building

S U N D A Y

- Mounted Horse Parade - 12:00 NOON (Prejudging 10 am to Noon)
- 6th Army Band will lead parade. Concert will follow.
- Water Barrel Fight - between local volunteer fire departments
- Country Auction
- Greco Accordion Concert
- Folk Dance Federation of California - 7:30 to 10 PM

OTHER FEATURES BOTH DAYS -

- Community Center will have - Flower Show, Stitchery exhibits, Displays of Glass Crafts, Wind Chimes,Wood Carving & Wood Craft, Ceramics, Weaving, Art, Rebekah's Gift Table
- IN AND AROUND THE PLAZA - Food and Game Booths, Window Displays, Open House at Wineries(Buena Vista,Sebastiani, Pagini,Valley of the Moon Wineries)
  Telegraph Office - Valley of the Moon Amateur Radio Club will send Radiograms to your family & friends thruout the U. S.
- Musical Highlights - Strolling Musicians, Singers,Folk Dancers, Mission Indian Children's Choir
- Valley of the Moon Gem & Mineral Society Display

VALLEY OF THE MOON VINTAGE FESTIVAL - 1969 - Dr. Allan Querin,President; Paul Walker, Vice President; Jean Carter, Secretary; Merlyn Hunter, Executive Coordinator; Al Bertolucci, Treasurer.

Judy Switzer, Publicity
VINTAGE FESTIVAL ASSOCIATION
461 1st Street West
Sonoma,Ca. 95476

Presidio Center
Montefiore Senior Centers
3200 California Street • San Francisco, California 94118 • Telephone: 921-3275

AUG 26 1969

File

August 24, 1969.

Chamber of Commerce
Sonoma, California.

Dear Sir:

We the Montefiore Senior Citizens are very interested in participating in your Grape Festival in Sonoma on Sunday, September 28th, 1969.

Could you please send us a schedule of the days activites.

Our plan is to arrive approximately by 12:00 noon. We would need arrangements where we can eat our lunch, our own sandwiches. It has been suggested that perhaps we could eat at a winery, as they usually have benches where we can sit. Can you suggest or arrange such a spot? Also will we be able to make our own fire and boil water for coffee or should be bring our own drinks, (unless we would like to purchase some wine).

We will be coming by a chartered bus and will probably be about 45 people. We would like to have some information about eating and where the festivities will be held so that we can inform the bus driver. We plan to leave approximately about 4:00 P.M. Will this be enough time to see the dancing and look around?

Answered - Called - Phone 8-27-69 H.

Presidio Center
Montefiore Senior Centers
3200 California Street • San Francisco, California 94118 • Telephone: 921-3275

We are looking forward to your reply and any helpful information that you feel we may need.

Very truly yours,

MONTEFIORE SENIOR CENTERS

Ruth Browns

Ruth Browns
Group worker.

Co-sponsored by: San Francisco Section, National Council of Jewish Women
San Francisco Center, United Jewish Community Centers

VALLEY OF THE MOON VINTAGE FESTIVAL
ALL HORSE PARADE

Sunday September 28th 1969

Entries Close Sept. 20th 1969

NO ENTRY FEE TO PARTICIPANTS

TIME

10:00 A.M. – Line up for pre-parade judging
12:00 Noon – Start of Parade
1:30 P.M. – Presentation of Trophies and Ribbons

CLASSIFICATIONS

1. Color Guard
2. Matched Pairs – Horses
3. Matched Pairs – Ponies
4. Parade Horse (Silver to count)
5. Costumed Senior Man
6. Costumed Senior Woman
7. Costumed Junior Boy (Horses and Ponies)
8. Costumed Junior Girl (Horses and Ponies)
9. Family Entry
10. Senior Club
11. Junior Club
12. Horse Drawn Vehicle
13. Pony Drawn Vehicle
14. Working Cowboy Senior
15. Working Cowgirl Senior
16. Working Cowboy Junior (Horses and Ponies)
17. Working Cowgirl Junior (Horses and Ponies)

AWARDS

Trophy for 1st place
Ribbons, 1st thru 3rd place
Special Awards for Best Entry, Largest Entry, and Furthest From Home

GENERAL RULES

All participants must be uniformed, costumed or appropriately attired.

Entry numbers are to be picked up at the assembly area, and are to be placed on the right arm of each rider or group leader.

All entries must be at their assigned place in the assembly area by 10:00 A.M.

Entry may ride in only one classification.

FOR INFORMATION – CONTACT

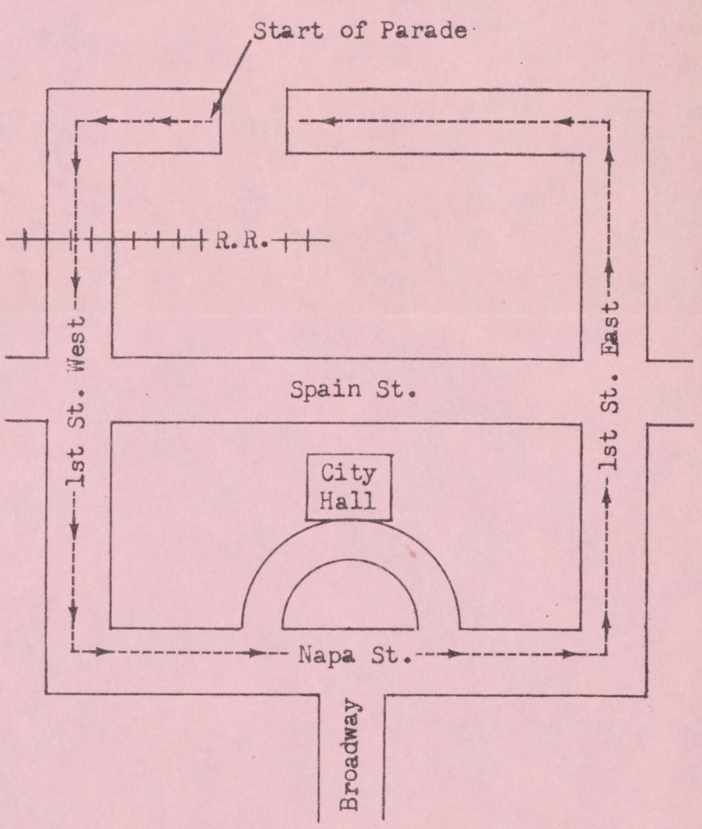
Mel Hunter
Sonoma Western Center
P.O. Box 449
Sonoma, Calif.
(707) 938-5233

JUDGES

Robert Cunningham ..... Sonoma, Calif.
Mrs. Joan Jobe ..... Napa, Calif.
Byron Roberts ..... Santa Rosa, Calif.

ASSEMBLE AREA

Parking Lot of the Veterans Memorial Building near the start of the Parade. Signs will be posted.



DETACH AND MAIL

Mail to

MEL HUNTER
P.O. Box 449
Sonoma, Calif. 95476

Release

I hereby agree that the above is eligible as entered, and to release and hold harmless the management, or any of its members or agents, and the Sonoma County Vintage Festival, from any loss, damage or injury resulting from participation of the entry in this event.

Classification No. _____

Name, Group _____ Age if Jr. ____
(please print)

Address _____

City
State _____ Zip _____

Signature _____

Parent, Guardian _____

Please submit brief description of each group or individual for use by P.A. announcer. (Unusual uniforms, outstanding record, human interest angles, etc. – use back of this form.)

Address Correction Requested

Doc Lapkin
1512 Irving St.
San Francisco, Calif. 94122

Bulk Rate
U. S. POSTAGE
PAID
San Francisco, Calif.
Permit No. 8730

DESCRIPTION

STATEMENT OF INCOME 1969 VINTAGE FESTIVAL ASSOCIATION

148 to Food Tickets

Name of Organization	Booth fee	25%
Catholic Soc Ser	25.00	35.31
St Francis Mens Club	25.00	
Bus & Prof. womens club	25.00	
Jr Womens Club of Son Val	25.00	183.25
Adobe Grange 796	~~XXXXX~~ 12.50	60.87
Son Val Art Center	25.00	Waived
VOM Lodge Sons of Italy	25.00	
Son Val Womens Club	25.00	
Soropimist Club	25.00	
Mission Circle 139 UAOD	25.00	
Adobe Grange 796 Home Ech club	12.50	Incl in # 5
VOM Firemans Assoc	25.00	Paid refund
VOMFD Ladies Aux.	25.00	
Shell Vista F D Inc	25.00	26.75
Son Val J C	25.00	7.43
VOM Lions Club	25.00	33.75
Jy Womens Club of Son Val	25.00	29.50
St Francis Mothers Club	25.00	
Optimist Club	25.00	
Son Val Jaycetts	25.00	
Church of The LDS	25.00	
Church of the LDS	25.00	
Roses Home for boys	25.00	
Loyal Order of Moose		10.00

Misc Donations for trophies	190.00
Interest earned on money in savs account	50.74
Total income 11 19 1969	1,179.27

#	Payable to	Purpose	Amount
815	Canivari Ins	Insurance	279.00
816	Son Comm Center	Room rent	135.00
817	Ruggles	Misc Supplys	15.58
818	Kays Fabrics	Mat. for costumes	69.46
819	Son Val Motor Parts	Part for trolly	2.07
820	B roadway Lumber	Lumber for booth	201.43
821	Riverside Florist	Wreath for Plaque	5.25
822	Ruggles	Music	11.57
823	Tim Cannard	Set up P A System	50.00
824	V Schwarze	Stamps	4.80
825	Jeans Mimeo	Printing	50.22
826	Walt Parker	Misc supplies	9.28
827	Doc Lapkin	Trophies for Horse Parade	303.17
828	Son Paint Center	Drop clothes	6.18
829	Val of The Moon Firemas Assoc	Booth refund	2.57
830	Hall Trophies & Awards	Childrens parade	46.68
	TOTAL EXPENSE TO DATE 11 19 1969 -		2,372.40
	TOTAL EXPENSE 1969 VINTAGE FESTIVAL ASSOC. - - - - - - - - - - - - - - - - - -		

PRELIMINARY REPORT, EXPENSE AND INCOME

VALLEY OF THE MOON VINTAGE FESTIVAL ASSOCIATION

1969

1969 Report V F A.

Income to date 11 19 1969	1,128.53
Interst(Savs acct) 9 months 6 6	50.75
Total income to 11 19 1969	1,179.27

Expenses to date 11 19 1969

Expenses (See attached for break down)	2,372.40
Net loss 1969 V F A	-1,193.13

Financial standing of V M V F 11 19 1969

Bal Fwd	1,539.11
Income 69 V F	+1,179.27
Total	2,718.38
Less 1969 Expense	2,372.40
Total on deposit 11 19 69	+345.98

A Bertolucci
Treasurer

Dated 11 19 1969

Statement of Expense
Valley of The Moon
Vintage Festival Association 1969

#	Payable to	Purpose	Amount
783	State Board of Equalization	68 food tax	34.69
784	Dan Ruggles	Music	68.21
785	Judy Switzer	Misc publicity	20.00
786	G Mugele	Prize, slide contest	5.00
787	Orlando Ponte	Prize, slide contest	5.00
788	M Klassen	Prize, slide contest	5.00
789	M Smircich	Prize, slide contest	5.00
790	A Shephard	Poster contest	10.00
791	Son Val C of C	Expense for Son Co Fair	25.00
792	Son. Index	Printing	25.99
793	Jeans Mimeo	Printing	89.13
794	Ruggles	Keys for room 100	3.50
795	Dr A Querin	Misc expense	13.79
796		Cancelled	
797	Art Club,High sch.	Posters	22.50
798	Music Per.Trust Fund	Union dues	279.00
799	Son. Index	Posters	108.00
800	R Cook	Costume material	50.00
801	Broadway lumber	Plywood for piano	20.37
802	Bill Forshay	Singing for festival	25.00
803	Vets Mem. Bld.	Rent, folk dancers	75.00
804	1st Cong. church	rent for chairs	33.00
805	Stagecraft studios	costume rental	94.50
806	K White	Street dance	25.00
807	Stu Lambert Chev.	Service for bus	14.76
808	Broadway Hardware	Rope	5.42
809	G Mahresen	Trolly permit	7.00
810	Son Comm Center	Rentals	25.00
811	G Franklin Morris	Coach Indian choir	25.00
812	H K Hoerlein	Piano tuning	30.00
813	A Querin	Gas & meeting with City planners	12.95
814	Carlson Hardwoods	Plywood	17.33

VALLEY OF THE MOON VINTAGE FESTIVAL
ASSOCIATION, Sonoma

An event for the entire family is the 23rd annual Valley of the Moon Vintage Festival on September 27 and 28 at historic Sonoma Plaza, 45 miles north of San Francisco.

The festival begins at 11 A. M. Saturday with an official welcome. The Blessing of the Grapes, a traditional ceremony of thanksgiving for an abundant harvest will be held at the St. Francis Solano Mission - northernmost shrine established by the early padres.

The Children's Parade gets underway at Noon. A number of"historical happenings" play during the afternoon. The day's musical highlights include the 12th Naval District Band and the Sinfonia Jazz ensemble. The annual Spanish Ball begins at 7 P.M. with a Buffet-dinner followed by dancing to a 20 piece "Big band" from 9 to 1:00 A. M.

Initiating Sunday's events at Noon is the all mounted horse parade led by the 6th Army Band from the Presidio of San Francisco. The "historical happenings" will be performed, interrupted by a cleverly devised water fight between local fire departments at 2:00 P.M.

Folk dancing and singing, an accordion concert of 45 musicians and even a Senior Citizens Kitchen Kettle Band will add color and sound to existing merriment.

Local craftsmen will display their talents at the Sonoma Community Center. Wineries will have 'open house' and service organizations will provide food and games to delight all.

The dates are Saturday and Sunday, September 27 and 28. Plan to come both days. The Valley of the Moon Vintage Festival at Sonoma is the event for everyone.

Judy Switzer, Publicity Chairman
707-938-2205

VALLEY OF THE MOON VINTAGE FESTIVAL ORGANIZATIONAL CHART 1969

Board of Directors

Allan Querin -President
Paul Walker -Vice President
Al Bertolucci -Treasurer
Jean Carter -Secretary
Jane Fehrensen
Helen Fernandez
Dan Ruggles
Sam Shainsky
Virgie Schwarz
Judy Switzer
Nancy Seal
Jim Vanderbilt
Mike Edsall
Mel Hunter -Executive Coordinator

↕

Committee Heads

↕

Performing Arts
Dan Ruggles

Music/Dance
Clara Greco/June Schaal

Happenings

Pageant

Shows
Jim Vanderbilt

Blessing of Grapes

Horse Parade
Pat Mills &
Mrs. Daley

Kids Parade
Frank Hall

Exhibits
Sam Shainsky

Store Windows
Shirley Churchill

Plaza Booths
Virgie Schwarz
Jim Vanderbilt

Wine Exhibit

Art Exhibit

P.R./Advertising
Judy Switzer

Hospitality
Jane Fehrensen

Festival Ball
Nancy Seal

Programs/Posters
Helen Fernandez

Librarian
Polly Meyers

Genl. Services
Allen Simmons

Traffic/Logistics

Construction/Labor

Business/Finance

Contracts

Taxes
Insurance

VALLEY OF THE MOON VINTAGE FESTIVAL - BOARD OF DIRECTORS 1968-1969

		OFFICE	HOME
Allan Querin	- President	374 Perkins St. Sonoma 996-3433	1045 Solano Avenue 996-7059
Paul Walker	- Vice President	_____	464 Chestnut Avenue Sonoma 996-0751
Al Bertolucci	- Treasurer	35 W Napa St Sonoma 996-3611	430 Anza Drive _____
Jean Carter	- Secretary	457 1st St West Sonoma 996-7510	_____ El Verano 996-7510
Sam Shainsky	- Exhibits	_____	21498 Shainsky Road Sonoma 938-4577
Jane Fehrensen	- Hospitality	_____ Sonoma 996-6784	142 2nd St East Sonoma 938-2337
Dan Ruggles	- Performing Arts	437 1st St.West Sonoma 996-2590	290 Chase Street Sonoma 938 2053
Helen Fernandez	- Programs/Posters	461 1st St West Sonoma 996-1033	759 2nd Street West Sonoma 996-3461
Virgie Schwarz	- Plaza Booths	_____	18410 3rd Avenue Boyes Hot Sprgs 996-0841
Judy Switzer	- P.R./Advertising	_____	12700 Dunbar Road Glen Ellen ~~996-9374~~
Nancy Seal	- Festival Ball	_____	17894 San Carlos Drive Sonoma 996-1133
Jim Vanderbilt	- Shows	_____	2123 Thornsberry Road Sonoma 938-5389
Mike Edsall	- Youth Committee	_____	527 5th St East Sonoma 938-3513
Mel Hunter	- Executive Coordinator	_____	19725 7th St East Sonoma 938-8227
* George & M.L. Denny	- Phone Committee	_____	2265 Thornsberry Rd. Sonoma 938-3427

PRESS: Bob Lynch - Sonoma Index-Tribune - 996-2111
Arlene Hansen - Santa Rosa Press Democrat - 996-8981
(590 Verano Ave., Sonoma- Home)

PLANNING COMMITTEE

I. General

A. Purpose of Festival

1. To provide pleasant entertainment for the people of Sonoma Valley.

2. To recall the history of Sonoma and its important part in the development of California.

3. To give thanks for a bountiful harvest.

B. Locale

1. Festival to be held primarily within the plaza and the areas immediately adjacent thereto, but this policy is not intended to exclude other logical locales, for example, the Community Center.

C. Non-commercial character

1. Festival is to be non-commercial in nature. Booths may make a profit, but their profit-making is to be secondary to their contribution to the purposes noted in Paragraph I. A., above.

a. Booths

(1) Are to be limited to food booths, booths for childrens' games, and other booths appropriate to the purposes of the Festival.

(2) Are to be constructed and decorated in keeping with a pre-1900 theme. Attendants should be appropriately costumed. Health regulations and Food Laws will be adhered to throughout entire period.

(3) Groups sponsoring a booth will not be charged a fee, in return, they will be asked to sponsor some event of the Festival activities.

(4) Ideas for the purpose, design, and construction of all booths must be approved by the Planning Committee.

VALLEY OF THE MOON VINTAGE FESTIVAL (BOARD)
(PLANNING)
(FINANCE)

Our Office:
S.V.C of Commerce 461 1st St.W
Telephone: 938-5508

				HOME
Allan Querin	PRESIDENT of Board	374 Perkins (B)	938 4776	996 7059
Jack Kearney	Executive-Coord.	421 1st St.W(B)	938 8508	938 2088
Don Brundage	Exhibits - Board	492 1st St.E(B)	938 4388	N.I.D.
John Benzon	Vice-Pres.Planning,Genl.Svcs.Bd	555 1st St.W(B)	938 4791	996 8152
Helen Fernandez	Youth Group Coord.,Board	461 1st St.W(B)	938 5508	938 3461
Al Bertolucci	Treasurer-Board	251 Wilking Way(H)	938 4782	938 2188
Jane Fehrensen	Secretary-Board	P. O. Box 262,Sonoma	938 2686	938 2337
M. L. Denny	Board	2265 Thornsberry Rd(H)	--------	938 3427
George Denny	Public Relations-Board	" " "	--------	938 3427
Dan Ruggles	Music/Dancing-Board	437 1st St.W(B)	938 2590	938 2053
Peter Duffy	Business-Board	572 1st St.W(B)	938 8484	938 2464
Charles Field	Youth Group-Board	596 2nd St.E(H)	938 5838	938 4816
Harriet Jones	Planning	143 West Spain,Sonoma	--------	938 3432
Bob Cannard	Planning	Cypress Ave.,Kenwood(H)	938 5508	833 5350
Miriam Smith	Planning	1455 Hill Rd.,Glen Ellen(H)	--------	996 6077
Wayne Dunham	Finance	128 Chase St.,Sonoma(H)	938 8535	--------
Wayne Petersen	Finance	842 Austin St.Sonoma(H)	938 3708	938 2874
Sam Shainsky	Finance	21498 Shainsky Rd.,Sonoma(H)	--------	938 4577
Henri Maysonnave	Ex-Officio	P. O. Box 34,Sonoma(H)	--------	938 2479

(We have listed telephone numbers with Business number in first column. When phone company supplies number changes we shall make new list- when 938 goes into 996 numbers)

PLANNING COMMITTEE

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VALLEY OF THE MOON VINTAGE FESTIVAL ASSN., INC.

Sonoma, California

TO ALL CONCESSIONAIRES:

Participants from past years are being given first chance to reserve their booths for this September's Vintage Festival.

Please return one copy of your completed application no later than _____, because applications will be open to all persons after that date.

Action on your request will be taken and you will be notified of the Vintage Festival board's decision by mail.

Thank you,

_____
Booth Chairman

VALLEY OF THE MOON
VINTAGE FESTIVAL
ASSOCIATION, INC.
SONOMA, CA.

Booth Holders -- Sonoma Vintage Festival Association

Thank you for your application for a booth for this year's Vintage Festival.

Last year's festival was a great success, fun wise and financially, and we are looking forward to even greater success this year.

As many of you remember, most of the Vintage Festival board planning time was spent in the reorganization of the Vintage Festival Association, and planning a method of achieving the financial solvency necessary to provide for continuation of the festival from year to year.

Thanks to the terrific response and cooperation of the Vintage Festival booth participants, our plans came to pass, and our financial condition is not as shaky as it was last year at this time.

Since the Vintage Festival is the extension of a cordial "hello" to our visitors on the festival weekend, we feel sure everyone involved agrees that we must put out best foot forward, and continuously try to upgrade our festival and maintain as high a standard of excellence as possible.

At the end of last year's festival all booths were checked for size, paint, and decor. There were some fine booths, a few in poor shape, and many where the basic booth was fine, but for which a great deal of improvement could have been wrought by the use of some inexpensive and easily done touch-ups.

All booth-holders from last year will receive a critique with a suggested way of adding some color to make their booth something "special" to people passing by. Booths needing new paint are being asked to repaint before this year's festival, so that we have no eye sores to detract from the booths of those groups who have worked to keep their booths in good condition.

The expense of painting is to be borne by the booth owner. Up to $20.00 will be allowed as a legitimate booth expense for decorations purchased to liven up the booths (to be deducted from gross receipts before figuring percentage owed Vintage Festival Association).

VALLEY OF THE MOON VINTAGE FESTIVAL ASSOCIATION BY-LAWS

Proposed Revisions
(Typed in caps throughout)

Article III. Section 1. Directors Paragraph 1.

The authorized number of Directors shall be twelve (12) until changed by amendment of the Articles of the Corporation or by an amendment to these by-laws duly adopted by the members.

NUMBER AND QUALIFICATION THE AUTHORIZED NUMBER OF DIRECTORS SHALL BE 18 (EIGHTEEN) UNTIL CHANGED BY AMENDMENT OF THE ARTICLES OF THE CORPORATION OR BY AN AMENDMENT TO THESE BY-LAWS DULY ADOPTED BY THE MEMBERS.

Article III Section 1. Directors Paragraph 2

The Directors shall be the seven (7) at large committee heads of the Vintage Festival Association, one high school representative, and the four following officers of the Corporation: President, Vice-President, Secretary and Treasurer.

THE DIRECTORS SHALL BE FOUR (4) COMMITTEE HEADS OF THE VINTAGE FESTIVAL ASSOCIATION, ONE HIGH SCHOOL REPRESENTATIVE, AND THE FOUR FOLLOWING OFFICERS OF THE CORPORATION: PRESIDENT, VICE-PRESIDENT, SECRETARY AND TREASURER., PLUS NINE AT LARGE.

Article III Section 3. Meetings First sentence of Para 1.

Meetings of the Board of Directors shall be by monthly, on the first and third Wednesdays of each month at 7:30 a.m., unless otherwise ordered by the Directors.

MEETINGS OF THE BOARD OF DIRECTORS SHALL BE AS ORDERED BY THE DIRECTORS FROM TIME TO TIME.

Article III Section 5. Quorum First sentence of Para 1.

A quorum at any Board of Directors meeting shall be five (5) members

A QUORUM AT ANY BOARD OF DIRECTORS MEETING SHALL BE TEN (10) MEMBERS.

Article VI. Section 2. Planning Committee Entire section.

This committee shall be responsible for the overall planning of the Vintage Festival and shall also serve as the nominating committee with respect to the election of Directors and of Officers.

DELETE ENTIRE SECTION.

Article VI. Section 3. Other Standing Committee.

Unless otherwise designated and determined by the president, there shall be the following other standing committees: 1) Performing Arts; 2) Shows; 3) Exhibits; 4) Public Relations and Advertising; 5) General Services; 6) Business and Finance.

UNTIL OTHERWISE DESIGNATED AND DETERMINED BY THE PRESIDENT, THERE SHALL BE THE FOLLOWING STANDING COMMITTEES:

1) EXHIBITS AND RELATED ACTIVITIES
2) SUPPORT ACTIVITIES
3) ENTERTAINMENT ACTIVITIES
4) FINANCIAL ACTIVITIES

PLEASE VOTE

Amendments Approved ( )
Amendments Disapproved ( )
Comments (if any)_____

_____

BY-LAWS

of

VALLEY OF THE MOON VINTAGE FESTIVAL ASSOCIATION

ARTICLE I.

Principal Office

The Principal Office of the Association is hereby fixed and located at 461 - First Street West, Sonoma, California 95476. The Board of Directors is hereby granted full power and authority to change said principal office from one location to another in the County of Sonoma. Any such change shall be noted by the Secretary opposite this section, but shall not be considered an amendment of these by-laws.

ARTICLE II.

Membership

Section 1. Members.

There shall be one class of members, who shall be the Board of Directors of the Corporation, and any and all persons appointed to membership as hereandafter set forth.

Section 2. Admission of members.

A member shall be admitted to membership only upon approval by the Board of Directors, or upon approval by such membership committee as the Board of Directors may, by resolution, have authorized to admit members.

Section 3. Termination of membership.

A membership shall terminate upon the death or resignation of the member, or upon his expulsion by a majority vote of the Board of Directors. A member may be expelled for conduct which the Board of Directors shall deem inimical to the best interests of the Association. A member may not transfer his membership or any right

arising therefrom, and any attempted transfer of a membership shall cause such membership to terminate automatically. All rights of a member in the Association or its property, shall cease upon termination of his membership.

Section 4. Meetings of members.

Annual meetings of the membership shall be held at 7:30 a.m. on the 1st Wed. of November of each year, and special meetings of the membership may be called and held as may be ordered by the Directors or by one-third of the total membership. Notice of special meetings of the membership shall be given each member not less than five days before such meeting by mailing a copy of such notice to the address of such member as it appears on the membership register of the Association.

Section 5. Voting and quorum.

All members shall have equal voting rights. The presence in person of one-third of the membership of the Association shall constitute quorum for the transaction of business at any meeting of the members.

ARTICLE III:

Directors

Section 1. Number and qualification.

The authorized number of Directors shall be twelve (12) until changed by amendment of the Articles of the Corporation or by an amendment to these by-laws duly adopted by the members.

The Directors shall be the seven (7) at-large committee heads of the Vintage Festival Association, one high school representative, and the four following officers of the Corporation: President, Vice-President, Secretary and Treasurer.

Section 2. Election and term of office.

Directors shall be elected at each annual meeting of members, which shall be coincident with that of the Board of Directors held on the third regular by-monthly meeting following the annual Vintage Festival. If such annual meeting is not held, or Directors are not elected thereat, the Directors may be elected at any special meeting of members held for that purpose. All Directors shall hold office until their respective successors are elected.

Section 3. Meetings.

Meetings of the Board of Directors shall be by-monthly, on the first and third Wednesdays of each month at 7:30 a.m., unless otherwise ordered by the Directors. Special meetings of the Board of Directors may be called by the President, who is also the chairman of the Board of Directors, by giving 24 (twenty-four) hours notice of the calling of such special meeting to each member of the Board of Directors.

Section 4. Vacancies.

Any vacancy in the Board of Directors caused by death, resignation or expulsion of a Director shall be filled by a majority of the remaining Directors or by the sole remaining Director.

Section 5. Quorum.

A quorum at any Board of Directors meeting shall be five (5) members. Every act or decision done or made by a majority of the Directors present at a meeting duly held at which a quorum is present shall be regarded as the act of the Board of Directors unless a greater number be required by law or by the Articles of the Corporation.

Section 6. Approval of minutes.

The transactions of any meeting of the Board

of Directors, however called and noticed or wherever held, shall be as valid as though had at a meeting duly held, if each of the Directors not present approves in writing the minutes of such meeting. All such approvals shall be filed with the records of the Club or made a part of the minutes of the meeting.

Section 7. Fees and compensation.

Directors shall receive no compensation for their services, but may receive such reimbursement for expenses as may be fixed by resolution of the Board.

Section 8. Removal.

Absence from three consecutive meetings, without cause, shall be just cause for removal by the Board of any Director.

ARTICLE IV.

Officers

Section 1. Officers.

The officers of the Club shall be a president, a vice-president, a secretary and a treasurer. The Association may also have such other officers as may be appointed by the Board of Directors. One person may hold two or more offices, except those of president and secretary. The president shall be the chairman of the Board of Directors.

Section 2. Election.

The officers shall be chosen annually by the Board of Directors at the third regular by--monthly board meeting following the annual Vintage Festival. Each shall hold his office until he shall resign, be removed or otherwise disqualified to serve, or his successor shall be elected and qualified. All officers shall take office immediately upon their election.

Section 3. Removal and resignation.

Any officer may resign, or may be removed with or without cause, by the Board of Directors at any time. Vacancies caused by the death, resignation or removal of any officer may be filled by appointment by the Board of Directors, or by the president until such appointment by the Board of Directors.

Section 4. President.

The president shall be the chief executive officer of the Association and shall be chairman of the Board of Directors. Subject to the control of the Board of Directors, he shall exercise general supervision, direction and control of the affairs of the Association. He shall preside at all meetings of members and meetings of the Board of Directors. He shall appoint all members of standing and special committees as he may, from time to time, choose to appoint.

Section 5. Vice-President.

The vice-president shall, in the absence or disability of the president, perform all the duties of the president, and when so acting shall have the powers of, and be subject to the restrictions upon, the president. He shall act as the Board of Directors representative on, and be head of, the Festival Planning Committee.

Section 6. Secretary.

The secretary shall keep at the principal office of the Association a book of minutes of all meetings of Directors, with the time and place of holding, called or authorized, and notice thereof given, the names of those present at Directors meetings, the number of members present at members meetings, and the proceedings thereof.

The secretary shall keep at the principal office of the Association a register showing the names and address of the members.

Section 7. Treasurer.

The treasurer shall keep and maintain adequate and correct books of account showing the receipts and disbursements of the Association, and an account of its cash and other assets, if any. Such books of account shall at all reasonable times be open to inspection by any member or Director.

The treasurer shall deposit all moneys of the Association with such depositories as are designated by the Board of Directors and shall disburse the funds of the Association as may be ordered by the Board of Directors.

Section 8. Board of Directors.

The Board of Directors shall properly conserve and administer the funds of the Corporation to provide the necessary base for the continued operation and improvement of the Vintage Festival, and shall provide a means of collecting the necessary moneys for this stated purpose.

ARTICLE V.

The Executive Coordinator

There shall be established a position which shall be known as Executive Coordinator. The Executive Coordinator shall be appointed by the president at the fourth regular by-monthly board meeting following the annual Vintage Festival, or subsequently as the president may choose. He shall entertain suggestions for this position from the Board of Directors at the third and fourth regular by-monthly board meetings following the annual Vintage Festival.

The function of the Executive Coordinator shall be to act as the supra committee head responsible for directing the efforts of the various standing and special committees established or appointed by the president. The Executive Director shall exert his best efforts to accomplish

the directions and plans designated by the Board of Directors.

ARTICLE VI.

Committees

Section 1. Appointment.

All committees shall be appointed by the president, and the president shall designate the number of persons who shall serve on that committee.

Section 2. Planning Committee

This committee shall be responsible for the overall planning of the Vintage Festival and shall also serve as the nominating committee with respect to the election of Directors and of Officers.

Section 3. Other standing committees.

Until otherwise designated and determined by the president, there shall be the following other standing committees:

1) Performing Arts

2) Shows

3) Exhibits

4) Public Relations and Advertising

5) General Services

6) Business and Finance

Section 4. Additional committees.

The president shall have authority to appoint such additional standing committees and special committees, together with their membership, as he in his sole discretion desires.

ARTICLE VII.

Miscellaneous

Section 1. Execution of documents.

The Board of Directors may authorize any officer or officers, agent or agents, to enter into any contract or execute any instrument in the name of and on behalf of the Association, and such authority may be general or confined to specific instances; and unless so authorized by the Board of Directors, no officer, agent or other person shall have any power or authority to bind the Association by any contract or engagement to or pledge its credit or to render it liable for any purpose or to any amount.

Section 2. Inspection of by-laws.

The Association shall keep in its principal office the original or a copy of these by-laws, as amended or otherwise altered to date, certified by the secretary, which shall be open to inspection by the members at all reasonable times during office hours.

Section 3. Construction and definitions.

Unless the context otherwise requires, the general provisions, rules of construction and definitions contained in the California General Non-profit Corporation Law shall govern the construction of these by-laws.

Section 4. Rules of order.

The rules contained in Roberts Rules of Order, revised, shall govern all members' meetings and Directors' meetings of the Association, except in instances of conflict between said Rules of Order and the Articles or by-laws of the Association or provisions of law.

ARTICLE VIII.

Amendments

Section 1. Power of members.

New by-laws may be adopted or these by-laws may be amended or repealed by the vote of members entitled to exercise a majority of the voting power of the Association or by the written assent of such members, except as otherwise provided by law or by the Articles of Incorporation.

Section 2. Power of Directors.

Subject to the right of the members as provided in this article to adopt, amend or repeal by-laws, and by-law other than a by-law or amendment thereof changing the authorized number of Directors may be adopted, amended or repealed by a two-thirds vote instead.

CERTIFICATE OF SECRETARY

I, the undersigned, do hereby certify that I am the duly elected and acting secretary of the VALLY OF THE MOON VINTAGE FESTIVAL ASSOCIATION, a California non-profit corporation, and that the foregoing by-laws, comprising of nine (9) pages, constitute the by-laws of the said corporation as duly adopted at a meeting of the Board of Directors thereof duly held on September 4, 1968.

IN WITNESS WHEREOF, I have hereunto subscribed my name this 14th day of September, 1968.

(S) Jane M. Lehrman

Secretary

Section 1. Power of members.

New by-laws may be adopted or these by-laws may be amended or repealed by the vote of members entitled to exercise a majority of the voting power of the Association or by the written assent of such members, except as otherwise provided by law or by the Articles of Incorporation.

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IN WITNESS WHEREOF, I have hereunto subscribed my name this 24th day of September, 1968.

Jane M. Ferrero

Secretary

VALLEY OF THE MOON

VINTAGE FESTIVAL

ASSOCIATION, INC.

SONOMA, CA.

Booth Holders -- Sonoma Vintage Festival Association

Thank you for your application for a booth for this year's Vintage Festival.

Last year's festival was a great success, fun wise and financially, and we are looking forward to even greater success this year.

As many of you remember, most of the Vintage Festival board planning time was spent in the reorganization of the Vintage Festival Association, and planning a method of achieving the financial solvency necessary to provide for continuation of the festival from year to year.

Thanks to the terrific response and cooperation of the Vintage Festival booth participants, our plans came to pass, and our financial condition is not as shaky as it was last year at this time.

Since the Vintage Festival is the extension of a cordial "hello" to our visitors on the festival weekend, we feel sure everyone involved agrees that we must put out best foot forward, and continuously try to upgrade our festival and maintain as high a standard of excellence as possible.

At the end of last year's festival all booths were checked for size, paint, and decor. There were some fine booths, a few in poor shape, and many where the basic booth was fine, but for which a great deal of improvement could have been wrought by the use of some inexpensive and easily done touch-ups.

All booth-holders from last year will receive a critique with a suggested way of adding some color to make their booth something "special" to people passing by. Booths needing new paint are being asked to repaint before this year's festival, so that we have no eye sores to detract from the booths of those groups who have worked to keep their booths in good condition.

The expense of painting is to be borne by the booth owner. Up to $20.00 will be allowed as a legitimate booth expense for decorations purchased to liven up the booths (to be deducted from gross receipts before figuring percentage owed Vintage Festival Association).

Any group wishing to discuss the suggestions for their booth should call Virgie Schwarz at 996-0841.

Vintage Festival representatives will be available on the Friday afternoon and evening preceeding the festival to help with ideas for the booth decorations as the booths are being set up.

Any group wishing to have help locating the suggested decorating items can drop a card to the Vintage Festival booth committee at the Chamber of Commerce office and we'll try to get them the information they request. A general meeting will be held on May 7th in the evening, booth placement and decoration will be the subject of the evening and we would like all booth holders represented. The meeting place will be announced in the papers at a later date.

Thank you for your continued interest and looking forward to your continued participation and support of Sonoma's Vintage Festival,
I remain

Sincerely,

Allan A Querin
President, SVFA